

## ALEXANDRIANS MARCH TODAY IN BALTIMORE

About 200 Will Take Part in Holy Name Parade.

THE HERALD BUREAU, R. E. Knight & Son, 623 1/2 King Street.

Alexandria, Va., Oct. 14.—All arrangements have been completed by members of the local branch of the Holy Name Society to participate in the parade in Baltimore tomorrow. It is expected that 200 members of the local organization will attend. In addition, several hundred persons, not members of the order, from this city, have also planned to attend. The local delegation will leave here on a special electric train for Washington at 10:30 o'clock, and on arriving in Washington will go directly to Union Station, enroute for Baltimore at 12:30 o'clock. The local delegation will be marshaled by P. A. Kersey and will have the first place of honor in the line of the march. James R. DeWitt, of the local branch, is on the staff of the chief marshal of the parade.

A coroner's jury, which met at Wheatley's undertaking chapel today to investigate the death of an unidentified colored man, whose body was found lying between the railroad track in Union street, between Wolfe and Wilkes streets, late last night, with the skull crushed and a leg broken, gave a verdict that death was due to being struck by a Southern Railway locomotive.

Thomas J. Nugent, 43 years old, died at 9 o'clock this morning at his home, Virginia Highlands, Alexandria County. The deceased had been in ill health all summer. Mr. Nugent up to the time of his death had been employed as assistant to Herbert Griffith, yardmaster of the Southern Railway Company, and had served in various clerical capacities for the railroad all his life.

The funeral will take place at 9:30 o'clock Tuesday morning from St. Mary's Catholic Church. Arrangements have been made for the funeral of the acting board of the Potomac Baptist Association, embracing all of the counties in Northern Virginia, to be held Friday afternoon and evening, October 27, in Second Baptist Church. Many of the delegates who will attend the meeting will remain to attend the meeting of the Sunday School Institute, to be held at Cherrysdale, Alexandria County, October 28-29.

Firemen of the city tonight attended the Masonic bazaar in progress at the Armory Hall. The bazaar will be continued all next week. The work of serving supper has been discontinued, although hot chocolate, coffee, sandwiches, etc., will be served by the women at the Alexandria-Washington Lodge. The women will also serve a business men's luncheon daily beginning at noon.

Alexandria Council, No. 5, Order of Fraternal Americans, will observe its annual memorial services Sunday evening, October 29, in Second Baptist Church. James T. Preston has been elected a trustee of First Baptist Church to fill the vacancy caused by the resignation of John T. Harrison. His appointment was confirmed in Corporation Court today.

Mrs. James E. Alexander, of this city, has been chosen recorder of crosses by the Virginia Division, United Daughters of the Confederacy, which has just adjourned in Lynchburg, Va.

## Purely Personal

Glen T. Talbot has resigned his position in the Geological Survey.

George A. Degnan, a clerk in the Indian Office, has been promoted.

Morris Peck has been provisionally appointed messenger boy in the Patent Office.

Mrs. Herbert H. Brown has returned to Washington after a trip to New York lasting two weeks.

Mrs. R. L. Corby, of Chevy Chase, will be in time to the Chevy Chase Chapter of the Y. W. C. A. on Friday afternoon.

Rev. W. Edward Callender leaves during the week for Norfolk, Va., where he will become rector of St. Peter's Church.

Thurston B. Miller, of Ohio, has been reinstated as copyist in the Patent Office.

Miss Eloise Brown is visiting in New York City.

Franklin Fogge, of Takoma, is a guest of the Shoreham during his stay in this city.

Miss May Eleanor Smith has returned to Washington after a summer vacation spent at her country home at Flint Hill, Va.

Capt. Frank R. Hunter, special representative of the International Film Service, is in Washington after a trip through Southern States.

Mrs. Helen Cooke Barbour has returned to Washington after an extended visit with her uncle, Rear Admiral Nicholson, at Jamestown, R. I.

Mrs. Jessie Waters Hall is visiting relatives at their home on the Severn River, Md.

Mr. and Mrs. Perry Heath have returned to the city from a three months' tour.

## Good-bye Dyspepsia

Do Your Own Cooking, Sample Each Dish and Still Have a Keen Appetite.

Try Stuart's Dyspepsia Tablets Free.

Most women lose their appetites, get sour stomachs, water brash, heartburn, gas, rumblings, bad breath, coated tongue and tired all over after cooking their own meals. A Stuart's Dyspepsia Tablet after each meal will overcome these troubles. If you enjoy preparing a luncheon or an attractive dinner but the odor of cooking palls on you, take one of Stuart's Dyspepsia Tablets after your next meal and you will find at once a remarkable improvement. Stuart's Dyspepsia Tablets are for sale at all druggists at 50c a box. Send coupon below today and we will at once send you by mail a sample free.

**Free Trial Coupon**  
F. A. Stuart Co., 229 Stuart Building, Marshall, Mich. Send me at once a free trial package of Stuart's Dyspepsia Tablets.

Name.....  
Street.....  
City..... State.....

of the Canadian Rockies and a visit to friends and relatives in Indiana and Kentucky.

Joe Becker has returned to Washington after a vacation spent in New York City.

H. C. Hallenbeck, of Shrewsbury, N. H., has arrived in Washington and is stopping at the Shoreham.

Nelson Wilson has returned from a business trip to New York.

Otto Hermann, 43 K street northwest, has returned to Washington from a vacation trip spent at Atlantic City.

J. L. Alexander, of Clarksburg, W. Va., is in Washington for a short time.

Mrs. William Beuchert, 430 K street northwest, has returned from a motor trip through Maryland.

Tom Lawrence has returned to his home after spending several days in Pittsburgh.

Dr. H. M. Spillman, who has been the guest of his sister, Mrs. Henry M. Mills, of Elmira, has returned to the city.

Mr. and Mrs. Henry Seligman, of New York City, are registered at the Shoreham.

Mr. and Mrs. Carl F. Smith have opened their house at 1739 Seventeenth street northwest after spending the summer at White Sulphur Springs, Hot Springs, and Cincinnati.

Capt. Joseph P. McCrink is confined to his residence, 1115 New Hampshire avenue, by an injury received at the Naval Gun Factory.

Mr. and Mrs. Isaac O. Upham, of San Francisco, are in Washington stopping at the Willard.

Lieut. Frank Babcock and Mrs. Babcock are spending several days in this city before returning to the former's post at Ft. Barrancas, Fla.

Mrs. Paul D. Kelly, of Berryville, Va., and Mrs. Lockwood Honore, of Chicago, are spending the week-end at the Willard.

Mr. and Mrs. John H. Kerr, of Hamilton, Canada, are at the Willard for a few days on their way South.

Mr. and Mrs. F. C. Proctor, of Houston, Tex.; Isadore Dyer, of New Orleans; Gen. J. A. Buchanan, of Virginia, and A. J. Brander, of San Francisco, are among the guests at the Shoreham.

Perceval Ellsworth Buehler, of the Navy Department, is spending several days as guest of friends and relatives at Occoquan, Va.

Charles H. Birmingham, Jr., of the Navy Department, has been promoted from clerk at \$1,000 to \$1,200.

Donald P. Scott, who resigned from the Bureau of Ordnance, Navy Department, several months ago to accept a position in Youngstown, Ohio, has returned to Washington and has been reinstated.

Lloyd B. Carruthers, of the Interior Department, spent several days last week at his former home in Loudoun County, Va.

Mr. and Mrs. Wallace S. Clark, Mrs. Hindele Parsons, Delancy Watkins, Miss M. M. Foote and Miss Mabel Poole, all of Shenectady, N. Y.; Mr. and Mrs. R. L. Hargreaves, of Raleigh, N. C.; E. R. Hughes, of Scranton, Pa.; G. A. Binden, of Scranton, Pa.; C. T. Hutchins, of New York City; W. P. Thirkfield, of New Orleans; Mrs. Hugh Campbell and family, of Richmond, Va., and Miss Conner, of Baltimore, are among the most recent arrivals at the Hotel Lafayette.

## FACULTY APPOINTMENTS ANNOUNCED AT G. W. U.

Board of Trustees Sanctions Additions to Teaching Staff.

Numerous appointments to the faculty of George Washington University were announced last night by Prof. Richard Cobb, secretary of the institution, the appointments having been sanctioned by the board of trustees. The appointments follow:

Professor of radio-electricity, Louis Cohen; professor of radiography and oral prophylaxis, Robert L. Eller; associate professor of orthodontia, W. C. Kilfinger; associate professor of oral surgery, Eugene R. Stone; clerk in the dental infirmary, Mary Harsh; lecturer on literature for children, Martha Stockard; teacher in the demonstration school, Mary E. Wheatley; assistants in history, William Lawrence Wainwright and Louis Eugene McArthur; student assistants in history, Elmer Louis Kayser and Louis Anthony Tashoff; student assistants in physics, Watson Davis and Homer William Ball; student assistant in architecture, Beverly Humphreys Harris; student assistants in chemistry, Paul Henry Brattain, Florence Marian Ford, Harold N. Clee, Bonifant Hamilton, Everett Albert Hellmuth, Theresa Karger, Floyd E. Lewis, Treadway B. Monroe, L. F. William Pahl, George Washington Phillips Vivian C. K. Robey, Herbert Hansard Shinnick, Norman Joseph Stockett, Henry M. Weber, Wallace Mason Yater, James Lawrence Young, and James Kirkpatrick, Jr.; assistants in chemistry, Henry Albert Lepper, Ella Morgan Austin Enlow, John William Roberts, and A. M. Swanson; demonstrators in the dental infirmary, D. DeWitt Beckman, James Walker Bernhard, Richard K. Thompson, and Edwin R. Tilley; instructor in prosthetic techniques laboratory, Joseph A. Friedman; student assistants in the arts and sciences department library, Annie Marion Cardwell and Hannah Louise Gardner, and assistants in the Law School library, Max Rhoads and Julian Wallace Cunningham.

## BLUSH UPON HER CHEEK TO COST MILADY MORE

Price of Cosmetics Going Up "On Account of War."

Special to The Washington Herald. Los Angeles, Cal., Oct. 14.—Girls, prepare yourselves for a shock. Cosmetics are going up again.

Where yesterday the perfumed lip stick, the dainty eyebrow pencil, the delicate rouge and powders so necessary, according to the latest decrees of Dame Fashion, could be bought reasonably, tomorrow they will soar in price in a most dizzy fashion.

Fifteen per cent rule is expected within the week. And this also includes perfumes, toilet waters and scented oils of all kinds. Two years ago this sudden raise in price, just after the war, did not occasion the consternation that it will cause today. For two years ago cosmetics were not the necessary part of every woman's life that they are now. But fashion's edicts, which have introduced new fashions, brilliant colors and many furs, have made make-up a part of every woman's toilet.

So now the raise in price will prove a tragedy.

## PLEASE LISTEN TO OUR EXPLANATION!

We prefer to sell thousands of

**Suits, Coats, Dresses**  
At a Small Profit  
Than a few at a large profit.

The volume of our business so far this season has doubled that of last season. There is only one reason for this increase, and that is that every purchaser of a Suit, Coat or Dress at NEY'S saves from \$5 to \$10.

Fashion's Master Creations in

## Newest FALL SUITS

\$12.75	\$16.50	\$24.75
\$13.75	\$17.75	\$29.75
\$15.00	\$19.75	\$35.00
	\$22.50	

The Height of Fashion in New Fall Coats

In All-Wool Fabrics of new solid colors, mixtures and plaids.

\$5.98	\$24.75
\$7.98	\$27.50
\$10.00	\$29.75
\$12.50	\$32.50
\$13.75	\$35.00
\$15.00	\$37.50
\$16.50	\$42.50
\$19.75	\$47.50
\$22.50	\$50.00
	\$65.00

Distinctively Styled New Fall Dresses

Satins—Serges—Silks

\$5.98	\$12.50
\$7.98	\$13.75
\$10.00	\$15.00
\$10.98	\$19.75

Pretty Waists

In a great variety of materials and colors.

\$1.00	\$2.98
\$1.98	\$3.98
\$1.98	\$4.98

New Fall Millinery—Exclusive Models

TRIMMED HATS	\$3.50	\$7.50
UNTRIMMED HATS	\$5.00	\$10.00
	\$1.98	\$3.98
	\$2.98	\$4.98

**Milton R. Ney, 801 Penna. Ave. N. W.**

"ONE PRICE TO ALL"

# LEARN THE FACTS

TREMENDOUS interest has been aroused in the Emerson Motors Company, Inc., presumably because of the method employed in financing the Company. We have already secured nearly 10,000 Stockholders, to whom we are duly thankful for the confidence they have in the enterprise and the men connected with it. These investors have put nearly a half million dollars in the treasury, and from all indications it will not be long before our financial statement will show a million dollars to our credit. Truth and Confidence are big words in the business world, and when coupled with cash, ability and integrity are tremendous factors in the making for Success.

Now, then, we want the investing public and the automobile-buying public to know the truth—we are sure that when they do know the truth we will enjoy their respect and confidence and will readily secure their co-operation in financing this people's company

and building this people's car. We realize that to gain and retain the public confidence we must make only such statements as are based on facts and common sense business principles. We promise to do this and shall present facts concerning our accomplishments and the outlook for future progress and success.

We will answer all questions which any person would naturally ask when considering making an investment; we will answer them truthfully and then leave to the public conscience the result of our endeavors and whether or not we are worthy of their confidence and financial support. As stewards of the people's money and its disbursement for the purpose of building and selling Emerson "Fours," we appreciate the fact that we have tackled a big responsibility—but we assume it willingly, for we know we are capable of fulfilling it successfully.

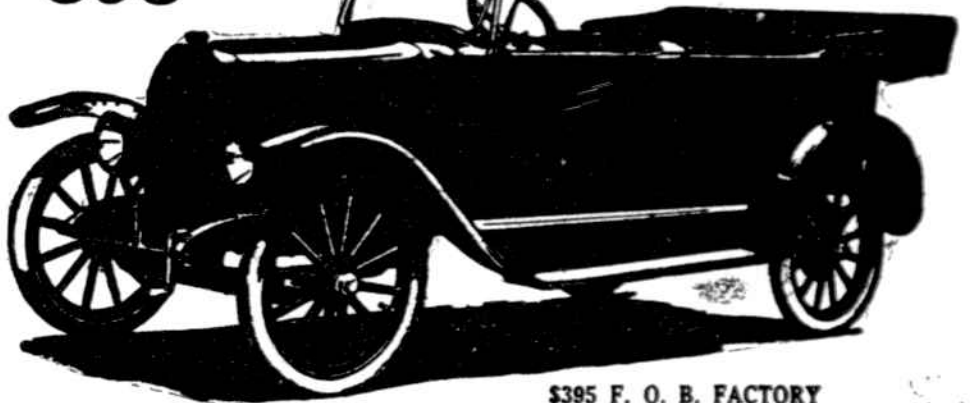
**Buy Emerson Motors 7% Cumulative Preferred Stock at \$10 per share, preferred as to assets and dividends. With every two shares bought you will receive one share of common stock free as a bonus. Par value of all shares, \$10 each.**

NOTE:—

\$395

F. O. B. FACTORY

"The lowest priced 110-inch wheelbase five-passenger car in the world."



\$395 F. O. B. FACTORY

Emerson "Fours" Now Being Exhibited in New York, Chicago, Philadelphia, Pittsburgh, Boston and New Orleans.

## Read the Answers to These Questions

Q. Why is the company capitalized for \$10,000,000.00?

Ans. The experience of other companies which have been merged or taken over by larger companies, or where they have been compelled to increase their capitalization from time to time, proves that without sufficient capitalization a large demand for cars cannot be filled without borrowing tremendous sums or increasing the capitalization and selling more stock; therefore we believed it a wise plan to capitalize our company for \$10,000,000 in order to supply the necessary funds to operate a big business.

Q. Why do you invite the public to buy shares in your company?

Ans. We believe that because of this financial interest in the company every stockholder will become an advertiser and booster of the car. Thousands of stockholders giving their "word-of-mouth" advertising will greatly reduce selling expense, which is a big item in every large manufacturing enterprise. So we believe it good business sense to have thousands with us in this "people's company" rather than to interest only a few persons who might finance the enterprise.

Q. Why do you advertise the sale of your shares in the newspapers?

Ans. Because it brings the proposition to the attention of millions of people almost simultaneously. We know of no other way of doing it quickly and so economically. This advertising has served a double purpose at one expense—it has financed the company; thus far and created a demand for the cars.

Q. How do you know that Emerson "Fours" can be built to sell at \$395.00, and that you can make \$60.00 profit on each one?

Ans. Because of our experience in the business and because we have already demonstrated, by securing contracts for parts at a less figure than we had originally planned, therefore we should manufacture the car even cheaper than we first anticipated, especially when we can turn out big quantities up to one hundred cars a day, for which we have already created a demand.

Q. How did you create the demand?

Ans. Through advertising and selling our securities, which have been taken by about 10,000 people up to this time.

Q. In what form is this demand which you state to be for 30,000 cars?

Ans. Applications received from automobile agencies and actual orders for cars. If we were to grant the applications of all these agents, it would tax a factory of more than double our anticipated capacity. The applications for agencies are being investigated for proper qualification and territory. They may be seen upon request by any person interested.

Q. Are you now manufacturing Emerson "Fours"?

Ans. We have already manufactured ten, which are on exhibition in large cities, and are now building five hundred more in our temporary factory on Sixth Street, Long Island City. In a short time we will occupy our new factory at Kingston, N. Y., where we will commence the manufacture and delivery of cars at factory capacity.

which we figure will be at the rate of one hundred cars per day, or thirty thousand cars during the fiscal year.

Q. What evidence or further proof do you offer as a safeguard to investors?

Ans. Our sincerity of purpose, we believe, is best evidenced by the fact that the stock interests of the officers of the corporation are non-transferable, and non-negotiable; that is, they are held in trust until June 1, 1919, thereby putting all possibility of stock manipulation aside. Furthermore, none of the directors owns any of the preferred stock, and that stock is 7% cumulative, and this interest must be paid before any of the common stock receives any dividend whatever. Furthermore, the company has got to make good and pay 7% interest on all its outstanding preferred stock before they can receive any profit whatever on their own holdings.

NOTE: If there are other questions which any reader of this newspaper would like to ask, we welcome correspondence on the subject. We have been, and always will be, glad to furnish all the information necessary to gain the esteem and confidence of all intending investors. Our books and statements, in addition to being added monthly by the American Audit Company of New York, have been and are now wide open to investigators, stockholders or intending stockholders, and on the basis of the contents of this announcement we invite people to join us in the upbuilding of this "people's company" and the building of this "people's car."

## More Than 12,000 Miles in the Emerson "Four"—Read This Sworn Statement

Since July 15, 1916, I have driven an Emerson "Four" 12,758 miles. Have consumed a total of 495 gallons of gasoline, 11 gallons of oil, 3 quarts of transmission grease and 2 pounds of cup grease. I have carried more than 400 people, and in every case they have told me that it is a comfortable, roomy and easy-riding car. It is not necessary to change speed, and its hill climbing qualities are most remarkable. I have never seen a hill where it was necessary to change to first speed, and I have on hundreds of occasions passed on hills cars of three times its power. I am still using the four original tires.

I have allowed other drivers (men and women) to operate the car, and in every case they frankly admitted that the car is easy to operate, quick to get away and easy to handle in traffic.

(Signed)

EDWARD FLETCHER.

New York, Sept. 28, 1916.

## PREFERRED STOCK OFFERING

The Company is now offering for sale a limited amount of its 7% cumulative preferred stock, and with each two shares purchased NOW will give one share of common stock free as a bonus—par value of all shares \$10 each.

For reasons of vital interest to every stockholder, we are giving a certificate representing the common stock bonus to be known as an "order for future delivery of common stock." This certificate is non-negotiable and non-transferable.

This is done in order to retain the voting power of this bonus.

NOTE:—The common stock interests of the officers of the Company are also in the same manner non-negotiable and non-transferable until after June 1, 1919, thereby removing all possibility of stock manipulation. This should assure intending subscribers of the reliability and proper intentions of the Company.

FOR FURTHER PARTICULARS PLEASE USE THIS COUPON

THE EMERSON MOTORS COMPANY, Inc.

47 West 34th Street, New York City.

Please send to me, without charge, postage prepaid, a copy of your Illustrated Booklet telling about THE EMERSON "Four" and an investment in your Company.

Name.....  
Street.....  
City.....  
State.....  
Washington Herald 10-15

Read This Carefully

The 7% cumulative preferred stock shares are a guarantee as to first profits. The common stock shares have no limit or fixed amount of earning capacity—therefore a combination holding of both preferred and common should prove to be a fine investment. Upon conservative figuring based upon an output of 30,000 cars to be sold at \$395 each, and at a profit of only \$65 each, it is estimated that the common stock should earn 20%. By adding to this 7% on the preferred stock the returns on the investment should be most satisfactory. While with an increased output in the years to come the earnings should be greatly increased.

## WHAT YOUR MONEY WILL DO.

For \$20.00 you receive Two (2) Shares of 7% Preferred Stock, also an order for One (1) Share of Common Stock—total par value \$30.00.

For \$40.00 Four Shares 7% Preferred and Two Shares Common—total par value \$60.00.

For \$60.00 Six Shares 7% Preferred and Three Shares Common—total par value \$90.00.

For \$100.00 Ten Shares 7% Preferred and Five Shares Common—total par value \$150.00.

For \$200.00 Twenty Shares 7% Preferred and Ten Shares Common—total par value \$300.00.

For \$300.00 Thirty Shares 7% Preferred and Fifteen Shares Common—total par value \$450.00.

For \$400.00 Forty Shares 7% Preferred and Twenty Shares Common—total par value \$600.00.

For \$500.00 Fifty Shares 7% Preferred and Twenty-five Shares Common—total par value \$750.00.

For \$1,000.00 One Hundred Shares 7% Preferred and Fifty Shares Common—total par value \$1,500.00.

Other amounts in proportion—Both the Preferred and Common Stock are fully paid and non-assessable. The par value of all shares is \$10.00 each.

## WHEN ORDERING SHARES, USE THIS APPLICATION

The Emerson Motors Company, Inc., 47 West 34th St., New York City. I hereby subscribe and order \_\_\_\_\_ shares of the Preferred 7% Cumulative Stock in THE EMERSON MOTORS COMPANY, Inc., par value Ten (\$10.00) Dollars per share, full paid and non-assessable, with the understanding that you forward to me free as a bonus with said Preferred Shares One (1) Share of the Common Stock with every Two (2) Shares of Preferred Stock of said Company, same par value, and represented by an order for Future Delivery of Stock to be delivered June 1, 1919.

Herewith find \$ \_\_\_\_\_ (Either Check, Bank Draft, P. O. Money Order or Express Money Order) in full payment for shares ordered in this Subscription at par \$10.00 per share for said preferred stock.

If this subscription is accepted in full payment as above as specified, mail Certificates to

Name.....  
Street.....  
City and State.....  
Occupation.....

Accepted..... 1916 Washington Herald 10-15  
It is understood by the subscriber that this order is subject to rejection, but, if rejected, draft will immediately be returned to the subscriber. Address all communications to THE EMERSON MOTORS COMPANY, Inc., 47 West 34th St., New York, N. Y.

Address All Communications to Emerson Motors Co., Inc., 47 West 34th St. New York, N. Y.